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BERRY'S SEED FACTS AND BARGAIN CATALOG

★ OCT 1 1930 ★
SEED DOWN YOUR LAND

*It's Better for your
Pocket-book and for
your Soil*



FIELD
SEED
OUR
SPECIALTY

A.A. BERRY
SEED CO.
CLARINDA, IOWA

PURE
BRED
GRAIN
AND
GRASS
SEED

THE WORLD'S LARGEST SEED HOUSE
SELLING DIRECT TO THE FARMER

TIMELY SEED TOPICS

A BOOK OF BARGAINS

We believe that it was your sense of thrift that brought you into the big Berry Seed Family, because we have at all times tried to give our customers better value for their money. This year the force of circumstances may compel you to be more economical than usual in all your purchases. Every dollar you can save, counts. It would be poor economy to get poor seed at a cheap price. That would be extravagant waste.

We believe that most of our customers are keen judges of seed values and we are proud that we can offer you in this Seed Facts an unusual list of genuine values. On each and every one we guarantee to save you money and to supply you with seed that will satisfy you in every way. Study these special values. You can make a big saving on your seed bill by ordering promptly before these lots are sold out.

These offers represent the savings we were able to make on fortunate purchases and we are passing all savings on to you because we know you will appreciate these savings this year when you are compelled to make every dollar do its duty.

COUNTRY SEED EXPENSIVE.

How would you like to be a seed buyer and travel around buying seed in the country? Could you tell by looking at a lot of seed whether it would clean out 10%, 20% or 30%? Would you know whether these impurities could be cleaned out or not? Would any of these impurities render the seed unfit for sale? It takes a lot of experience to be able to know all this and then even the best of them get fooled. Its a real hard job. Most men would be frank to admit they could not do it, yet these same men would buy seed from some other farmer and not consider the fact that he might be paying for 10% to 30% inert matter and weeds that was not seed.

But recently some farmer bought seed from another that he considered extra fine. He had it analyzed for curiosity and it was found to contain eighteen different kinds of weeds. He didn't know they were present and he had considered himself a pretty good judge of seed. Why take such chances? We reclean all seed we buy. Most of it we clean twice. You would be surprised at the way it shrivels

and if you could see the way we work our seeds you certainly would agree that our World Brand quality was the cheapest seed you could buy.

READ OUR MARKET REPORT

On page 4 of this issue you will find present conditions in some of the principal seed lines, outlined. This article is written by Mr. J. F. Sinn, general manager of the Berry Seed Company. Mr. Sinn has been in the seed business for years and is recognized as a man who is in very close touch with fundamental conditions. His judgment has been ripened by experience and we are confident that you will find his opinions worthy of your careful consideration.

In his article he gives you the facts as he has found them and views them in a sane unbiased manner. It is our opinion that you can profit by following his recommendations or suggestions for we fully share his opinions that markets will advance in many lines and that high quality stocks will be difficult to secure at any price later in the season.

Be sure to read page 4.

SEED DOWN YOUR LAND

Every corn grower must recognize the advantage of cutting down his corn acreage. It doesn't pay to grow it at prevailing prices. There is too much corn in the country. The American Federation of Farm Bureaus had a meeting last December to discuss this question. The opinion of their experts and the decision of all present was that the best interests of the farmers demanded that land be built up through the use of leguminous crops such as clovers, alfalfa, soy beans, etc., that would not compete with corn. Secretary of Agriculture, Henry Wallace, is one of the best friends the farmers have had in Washington and he has the ability and the determination to help you in every way he can. He, too, recommends less corn and more clover. We really do not need anyone to tell us that this is the best plan. Every thinking farmer can see the "hand writing on the wall."

That farmers are generally following this idea is made plain by the heavy orders we are getting from all over for Red, Mammoth, Alsike and Sweet Clover and also for Alfalfa. The best seed is moving out. Order early. Later prices will be higher and quality lower.

BUY HIGH GRADE RED CLOVER AT 90c PER BU. REDUCTION FOR QUICK BUYERS



U. S. DEPT. OF AGRICULTURE WARNS AGAINST USE OF EUROPEAN CLOVER SEED

This department of the government looks after the farming interests. They have repeatedly sent out warnings that European clover was not hardy enough for most sections of the United States. Their warnings also included the statement that this imported clover usually contained two or more noxious weeds. This year the domestic crop of clover is only 55% of last year. Considerable clover will be imported and offered throughout the greater part of the United States. This seed looks nice, but we join with the Dept. of Agriculture in warning you for your own benefit to insist and demand domestic seed.

WE HANDLE ONLY DOMESTIC RED CLOVER

Regardless of what quality of seed you buy from us you are assured of getting home grown seed. Most of our clover is northern grown seed. We get it from the best producing sections that have naturally clean fields. A large part of our crop is Minne-

sota grown. Every lot is thoroughly re-cleaned in our brand new cleaning plant.

WORLD BRAND QUALITY BEST

The cream of our stocks go with this grade. It is seed showing a test of around 99% pure and high germination. Our most critical trade demands this quality and it is economical seed to buy. If you are very particular as to your seed send us your order for World Brand. Prices are low as you will see by the price list. We have at this time one new lot of Red Clover that is World Brand quality in every respect excepting that it contains a little more fox tail than we can permit in our regular World Brand quality. It is only a small percentage but enough so we cannot call it our regular World Brand. Aside from the fox tail it is certainly fine seed and we are discounting it 90c per bushel from our regular World Brand prices. It is a bargain worth the money. You can cut your seed bill by using lot Majestic.

RED CLOVER SEED

LOT MAJESTIC AT 90c PER BU. REDUCTION

This is a lot of fine, new crop, high colored, Red Clover seed. It has a plump berry and excellent germination. It is fully up to our World Brand in quality, excepting that it contains just a little more fox tail than we can have in our regular World Brand seed. It is but a little more and scarcely noticeable to the average buyer. We are confident that this is fully equal in quality to the best of most dealers and superior to most best grades. At the same time it is not strictly World Brand. We cannot cut out this fox tail without losing a lot of Clover and therefore are selling it out at 90c per bushel less than the World Brand price given on the enclosed price list.

This is not noxious seed in any way. It is so close to World Brand you might not see the difference. We guarantee to save you money on Lot Majestic or to refund every cent paid plus transportation, and take the seed back.

REVIEW OF SEED CROPS, MARKET CONDITIONS.

BY J. F. SINN, MGR.

I am giving a little synopsis of seed market and conditions as seen by us. We are all very bullishly inclined as the demand for seeds is heavy and practically all seed crops short. If it was not for the carry over of last year much higher prices would rule. However, if the demand continues heavy up until seeding time every pound of seed will be needed and sharp advances on many crops can be expected.

TIMOTHY

Final figures on the Timothy crop makes it about 75% of last year's. Practically the entire crop has moved from the farmers, and is now held by the central seed markets. We bought a large stock early so are well prepared for any advance in the market. Our prices will be under the market this month if prices continue to advance as they have for the past 60 days. Anyone needing Timothy will do well to supply their wants at once.

RED CLOVER

The Clover crop was small compared with last year, being only about 55%. This shortage in the crop has been revealed by the market. Clover has advanced materially and it would look as though high grade seed would be selling at a decided premium by the time seeding time reaches us. No prospect for any decline, but higher values are evident due to the shortage and abnormal demand. The agitation of reducing the Corn acreage and sowing Clover is being felt in the increased demand for Clover seed.

ALSIKE CLOVER

This crop is also very short compared with last year, but owing to a heavier carry over seed is selling at a lower price than Red Clover. This is a good time to use Alsike, owing to the saving in price on sowing. Market however is firm and it will advance along with Red Clover.

WHITE BLOSSOM SWEET

The crop of Sweet Clover is very much smaller than last year and while there is a fair carry over, we do not think there will be any surplus. The demand has increased amazingly for Sweet Clover, owing to the extremely low price on it. Many are using Sweet Clover for fertilizing, who never used it before. Our trade is double that of last year and while we had a large supply, our stock is melting away most rapidly, and when we replace same it will cost considerable more money and we will be compelled to ad-

vance our price.

ALFALFA

The crop of Alfalfa was an average but not so large as last year. With one of the biggest demands for seed we have experienced for a long time, we look for sharp advances in the market. During the dry spell we had this past year Alfalfa was the only crop that gave farmers sufficient pasture and hay. It made them more money acre for acre than any other crop and this year nearly every farmer is planning on sowing a liberal acreage.

SUDAN GRASS

Crop below normal, but a heavy carry over accounts for the extremely low prices prevailing. Market in a healthier condition and higher prices will rule later as seeding time approaches. At present prices Sudan is one of the best purchases that can be made in the forage crops.

SEED OATS

While the Oat crop was large, there were no good Seed Oats grown except in the far west and parts of Canada. We are fortunate in having some extra fine Canada Oats for seed as well as a couple cars of good Iowa grown Iowar Oats. We can supply choice Seed Oats at low prices.

SEED CORN

The crop was a record breaker and matured exceptionally well. Iowa produced over 400,000,000 bushels and the quality is extra fine. The demand for Seed Corn will be limited, except in a few states like Indiana, Ohio and others where the severe drought cut their crops short and good seed Corn will be needed. Owing to the splendid crop in Iowa we can offer the best Seed Corn at the lowest prices quoted in many years and guarantee to supply an extra fine grade of Seed Corn.

GRASS SEEDS SHOULD BE BOUGHT AT ONCE

I would not feel like I was treating our customers and friends fair unless we urged you to buy at once. There is no question in my mind but what seeds will be higher. The demand for Grass seeds has increased wonderfully and stocks everywhere are being reduced rapidly and if it was not for the fact that we bought early in the season a big supply, we could not offer seed at such low prices.

The big values in seed will not always last, so if you have not bought, do not wait longer and pay more money and be compelled to accept inferior seed.

ALSIKE CLOVER---LOT "ECONOMY"

COST ONE-HALF THE PRICE OF RED CLOVER TO SOW

We have just picked up a snap in a car of Alsike Clover seed. This seed is a splendid value in a grade of seed that cannot be sold as one of our regular grades for it contains too much crop seeds.

Our analysis shows a purity of 97% including crop seeds, namely (6% Timothy, 2% White Clover, 1½% Clover and Alfalfa) 1½% Inert matter and about 1½% Weed seed of common variety not listed as noxious. This analysis shows up exceedingly well even in comparison with extra high grade Alsike, as very few lots show a higher purity than 98%. The fact that this seed contains a small per cent of timothy, white clover and red clover, makes it all the more valuable whether seeded for hay or pasture. The price of this seed was so low that we could not resist buying it for our customers.

We bought it because it was a bargain and we could pass it along to our friends so as to save them several dollars on their grass seed bill. We want you to stop and figure on seed such as you intend to buy. If you intend to sow 20 acres of Clover, on the basis of 10 pounds to the acre, it would cost around \$43.00. Two bushels of this lot on the basis of 6 pounds to the acre would make a heavier seeding and would cost \$21.00 or \$22.00 less money. We want to impress upon you that Alsike is one of the most economical clovers you can buy as it requires only from 5 to 6 pounds to the acre against 8 to 12 pounds of Red Clover. This year, Alsike is an exceptionally good purchase as the price on Alsike seed is ruling somewhat under the Red Clover and with a less amount required to the acre, it reduces your seed bill just about one-half. Don't fail to buy a supply of lot "Economy" for it may be a good many years before seed of this quality can again be offered so cheaply.

OUR PRICE \$10.50 PER BUSHEL UNTIL SOLD



VALUE OF ALSIKE

Alsike is a newer variety of Clover, especially in this country, than the common Red Clover, but it is not new to the Swedish people. Alsike originated in Sweden and is the most popular variety of Clover in that country. It is extra hardy, not winter-killing and is much easier to get started. Furthermore it is a perennial the same as Timothy so that when you get a pasture or meadow started, it will stay with you for a number of years. It does not grow quite as coarse as the Red Clover and makes a much finer quality of Hay. Those who are acquainted with Alsike recommend it most highly and are urging the use of it in place of the Red.

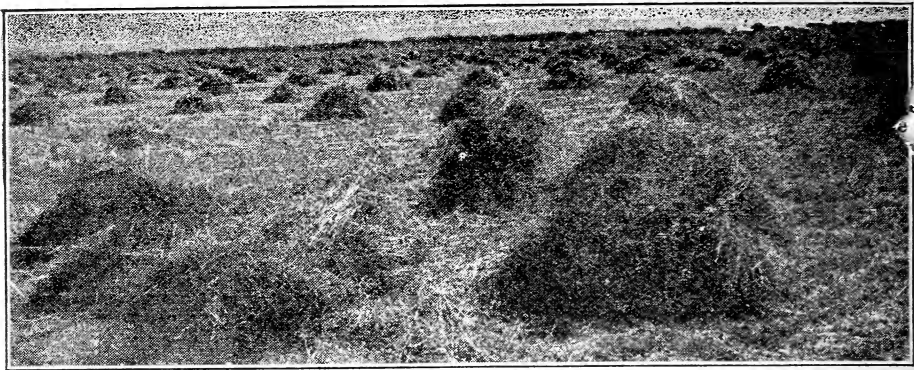
Alsike in many ways is far superior to the Red Clover. It produces much more abundantly on wet grounds and is especially adapted to bottom lands or soil that may be too wet for Red

Clover. Our trade is increasing amazingly on Alsike and this year we look for the largest trade we have ever had on it owing to the low price and the fact that the merits of Alsike are better known and it is being used by farmers who have never grown it before.

No one can go wrong in sowing Alsike on any land that is to be used for pasture purposes as it does exceptionally well and is the cheapest seed for sowing. Blue grass seed is so high in price that it is almost eliminated this year. Alsike will take its place and with a little timothy added, makes one of the best pastures you can sow.

We urge the use of Alsike for hay purposes, especially when seeded in connection with timothy. Read all we say about this grass combination on page 26 of our catalog.

REMARKABLY LOW PRICES PREVAILING



MARVELOUS PERMANENT MIXTURE

ONLY \$7.00 PER BUSHEL OF 50 POUNDS

40% Legumes

60% TIMOTHY

Here is just the kind of a grass seeding you have been looking for. We know that the way orders for it are increasing every year makes it clear that it fills the requirements of thousands of farmers. If you want to have permanent meadows, rich in clovers you will want this mixture. The forty per cent legumes are Red Clover, Alsike Clover, Alfalfa and Sweet Clover. The balance is Timothy. It is all choice re-cleaned seed guaranteed, high purity and germination. The outstanding points of our Marvelous Mixture are heavy yields, rich hay, builds up land, inoculates land for alfalfa, makes a permanent stand, can be used for meadows or pasture. The cost of seeding is extremely low for such a valuable combination. See our price list. Sow 10 to 12 bushels per acre. The seed is guaranteed to satisfy you in every way. Your money's worth or your money back.

BROMUS INERMUS

Bromus or Brome grass is a very valuable grass for permanent meadows or pastures. This grass is exceedingly nutritious and very palatable. All kinds of stock are fond of it. Makes excellent yields of hay and for permanent purposes we recommend it to you as one of the best grasses to grow.

You can see from our price list that we have remarkably low prices on Bromus this year. Nearly all light weight grass seeds are high priced on account of short crops and the price of Bromus is very low compared to quotations now prevailing on other grasses. It usually sells for about the same price as Kentucky Blue Grass. We made a very fortunate purchase of Bromus seed and are selling it now for about one-third the price of Blue Grass. We have no more seed in sight at these prices. Present quotations are only good until present stocks are sold. Prices are due for advance and you may not be able to get it later at any figure.

MAMMOTH RED CLOVER

One of our growers in Minnesota has shipped us the finest lot of Mammoth Clover that we have ever seen. This seed has all been carefully re-cleaned by us and shows a very high purity and germination and is the finest lot of seed ever handled by us. It was bought at a price so we are quoting our World Brand Mammoth at a price slightly higher than the Red and about \$2 per bushel cheaper than you can buy the same quality elsewhere. If you need Mammoth Clover, let us supply you with your seed. You know how much more valuable Mammoth Clover is for fertilizing and everyone who is sowing Clover for the rebuilding of their soil should consider the Mammoth variety. Indications point to higher prices next month, so advise ordering today.

Order our World Brand and you will receive our best seed such as we have described.

SWEET CLOVER, THE MONEY CROP



We wish we had the space to print all the fine letters we receive from our customers in regard to Sweet Clover. They can tell you that it is a money making crop to grow. Read what a few of them say. It grows North, East, South and West. It flourishes on nearly all kinds of land everywhere, bringing money in the form of big hay and pasture crops, seed production and a wonderful increase in soil fertility. The seed is cheaper than it has ever been before. This is the year to start growing it.

IT CAN DO FOR YOU WHAT IT HAS DONE FOR THESE MEN

BIG CROP, RELISHED BY STOCK

Dear Sirs: I got some White Blossom Sweet Clover from you last year and sowed it in oats. It did not have a good chance either but when I cut my oats the Sweet Clover was a mat and almost as high as the oats. I cut it again and the stock ate it clean.

T. T. Dunn, Watkins, N. Y.

THREE CUTTINGS A YEAR

Gentlemen: The Alfalfa and Sweet Clover I got from you this year is good. Cut Sweet Clover three times already this year. Every hog, cow, mule and horse eats it on this place.

J. L. George, Westminister, Tex.

GROWS PORK CHEAPLY

Gentlemen: I grow Sweet Clover and endorse all you say about it. Have raised pigs on Sweet Clover without corn or swill and they were as good as anyone raises.

W. Carr, Collins, Iowa.

YIELDS HEAVILY

Gentlemen: It may interest you to know some of my success with your White Sweet Clover. I got a fair amount of hay the first year; an enormous crop the second year and the third year the Red Clover and Timothy was so heavy on the plot that my team had a good job to pull the mower thru it. Each windrow or swath had to be pitched out of the way so I could get at the next cut. The grass lay so heavy on the ground that the mower could not go over it without snarling up. Not bad results from what is scoffed at here and termed a weed.

Geo. G. Babcock, Damericotte, Maine.

Flourishes on Poor Land

Gentlemen: The Sweet Clover seed bought of you two years ago grew very fine. Every seed grew on poor sandy soil. I grew to be six feet tall. I believe it is a great soil builder. I cut it for seed last fall.

Harvey McCleary, Warsaw, Ind.

BIG SEED BARGAIN

A SELECTED LOT OF EXTRA FANCY SCARIFIED WHITE BLOSSOM SWEET CLOVER LOT NORTHERN

A Nebraska seed grower in need of cash offered us a car of very fine White Blossom Sweet Clover at a price below prevailing markets if we would take it quick. We made a cash deal and are able to offer you one of the biggest Sweet Clover values of the year in this lot Northern. We have recleaned this seed carefully and scarified it and it certainly is a fine lot of seed.

Beautiful color, plump berry, high purity, excellent germination, guaranteed absolutely satisfactory.

**SAVE MCNEY ON LOT NORTHERN AT \$6.60 PER BU.
60 LBS. TO THE BU. BAGS FREE**

ECONOMICAL SEEDING IN HIGH GRADE SEEDS FOR THRIFTY BUYERS THOROUGHLY RECLEANED AND TESTED SEED BARGAINS

SWEET CLOVER

ALFALFA

LOT PREMIUM, \$5.70 PER BUSHEL

STRICTLY FIRST CLASS, WHITE BLOSSOM SWEET CLOVER, CONTAINING SMALL PER CENT OF ALFALFA SEED

The new seed cleaning plant that we built last fall is certainly a fine modern and completely equipped plant. The manner in which it has been cleaning up our seed this fall is very gratifying and satisfactory. However, in the running of a new seed cleaning plant it is a good deal like running a new automobile. The gear shift may be different and you may get mixed up once or twice. That's just what happened to one of our employees. We had one bin containing a lot of extra fancy White Blossom Sweet Clover. We next started to clean some new Alfalfa seed that had come in and our man forgot to change the spouts on his bin. As a result the Alfalfa mixed with the Sweet Clover. He didn't discover this until several bags of Alfalfa had run over the cleaning mill. He changed it as soon as it dawned upon him but in the meantime he had put in our hands a lot of fine seed that was neither pure Sweet Clover or Alfalfa. To separate them was impossible so we concluded to charge it up to experience and give our customers an extra big bargain.

MIXTURE FORCES THE PRICE DOWN TO \$5.70 PER BU. OF 60 LBS. BAGS FREE

Now, really the mixture of Alfalfa in this lot is not objectionable. In fact we know that a good many of our customers always sow some Alfalfa along with their Sweet Clover. This clover as you know, inoculates land for Alfalfa and by mixing some Alfalfa at seeding time it is usually easy to get this crop started on your land. It can be followed later with a seeding of pure Alfalfa if desired. Even though you do not expect to grow Alfalfa the presence of this crop in your Sweet Clover will add to its worth. If anything it will increase the yields of the Sweet Clover and give you a better quality of hay.

SEED STRICTLY HIGH GRADE

Both the Alfalfa and the Sweet Clover in this lot are first class recleaned seeds. After they had become mixed we ran the seed over our cleaners again so as to make a uniform mixture out of it and we can guarantee the quality to satisfy in every way.

LOT PREMIUM A BIG BARGAIN

If you were to buy this Alfalfa and Sweet Clover separately it would cost you 20 per cent more than the low price we are now selling this seed at. Every dollar counts nowadays and when you can get a value such as this, it pays to talk fast and get in on it before others snap it up. There are less than 300 bags in this lot. First come first served. Let us help you make this extra saving. Write us right now.

LOT SECURITY

**DRY LAND—NON-IRRIGATED—NEW CROP—
HARDY—THOROUGHLY RECLEANED
SHREWD BUYERS WILL APPRECIATE THE SPECIAL
MERIT OF THIS OFFER**

This lot of seed was offered us by a banker who had taken it in as a security on a loan. The loan was not paid, the banker had to take the seed. He couldn't use the seed and wanted cash. We got the seed at a low figure considering the high quality and are passing it on to you at a price that keen buyers will appreciate.

PRICES CUT FOR QUICK SALE TO \$10.80 PER BU. BAGS FREE. WORLD BRAND QUALITY

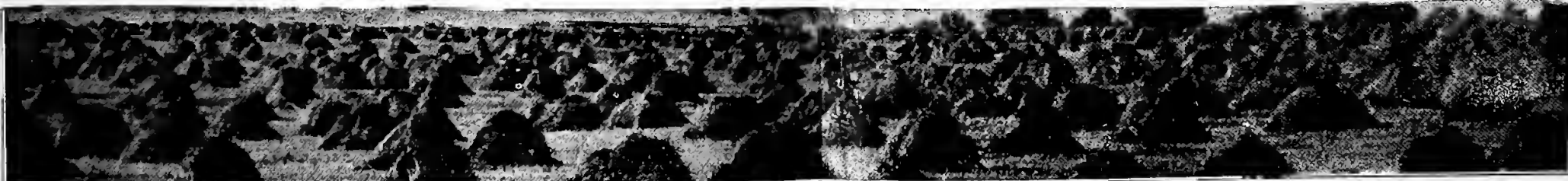
The beautiful golden color of Lot Security is one of the striking features of quality that marks the high grade of this seed. It shows that the seed was produced under very favorable conditions. This is further proven by the large plump berries. They are fully developed seeds. Such seed stock is capable of reproducing strong vigorous plants. This assures you of a sturdy stand which in turn means heavier yields and larger profits.

The purity and germination tests we secured on this lot Security are fine. As you spread out this seed in the palm of your hand or on a piece of paper you will notice that it is smooth, even and uniform in appearance. Our thorough cleaning of this lot has put it into shape to please our most critical trade. This is a hardy seed, non-irrigated and guaranteed to please you. When you receive this seed examine and test it in any way you wish. We'll allow you sixty days time if necessary. If you do not find it up to our description, or, if it does not please you simply let us know. We will have the seed returned and refund every cent you paid, plus transportation charges.

YOUR FRIENDS WILL APPRECIATE THIS VALUE

You should find the saving in lot Security to be at least \$2.00 to \$3.00 per bushel compared to what others are asking for a similar grade of seed. In fact, many dealers do not handle such a high quality. If you have friends who need Alfalfa seed tell them about this lot and have them join with you in your order for it is an exceptional bargain in high grade seed and everybody wants to save money.

SAVE \$2.00 TO \$3.00 PER BU. ON LOT SECURITY



GRIMM ALFALFA



WHY IT IS ECONOMICAL TO SOW THE KIND OF SEED WE SELL

It is extra hardy Grimm, being Dakota grown dry-land, non-irrigated seed. It has a purity and germination test that will please our most critical customers. It was secured from reliable growers. The size and color of the berries mark it as top quality grade. It has been recleaned twice and is guaranteed to please you in every way. Our prices on it are from \$2 to \$4 per bushel below what most others are asking for Grimm type Alfalfa. If you have much trouble with winter killing in your section you will find Grimm to be the biggest money maker for you and in the end the cheapest seed to sow. We bought our special lot of Grimm at a figure that enables us to give you an extra discount. See Lot "Dakota" offered below. Read also the few reports our customers make on Grimm. We wish we had space to give you a hundred. Our customers are our best advertisement.

CUSTOMERS' REPORTS ON GRIMM

GRIMM HAS OPENED MANY EYES

Dear Sir: It was thru your catalog that I have established an Alfalfa and Sweet Clover farm. Have had great success with your seed having built up a run down farm considered the poorest farm on the road. I am sure that your Grimm Alfalfa has opened the eyes of the people here when they see and inquire how I got such a stand.

Yours truly

R. French, Clay, N. Y.

GRIMM EXCELLS COMMON

Dear Sirs: I was indeed very well satisfied with the seed corn I got of you last year, and found that your Grimm Alfalfa done good where other Alfalfa wouldn't do anything.

Frank Sass, Pecotonica, Ills., Rt. 2.

WONDERFUL ADVERTISEMENT

Dear Sirs: We have found your service and seeds, etc. very satisfactory and my father's Alfalfa of last year is a wonderful advertisement for you. There was thirty acres of Grimm Alfalfa planted and a wonderful catch was secured.

Mary H. Tommins, White Pigeon, Mich.

OUR GRIMM SEED BEST

Dear Sirs: Please send your catalog especially on Grimm Alfalfa. I always try to induce my friends to buy their seed from your seed house because I know there is none better from our experience. We have now 10 acres of the best stand of Alfalfa there is in Davis County all grown from your seed.

Garfoot, Bros. Cross Plains, Wisconsin.

LOT "DAKOTA"

In this special lot we are passing on to our customers a saving that we were able to make on a deal we made for some Dakota Grown Grimm. It is seed of beautiful color and hardy dry land non-irrigated seed. It has been recleaned twice and is strictly high grade seed. It is just as good quality as our regular grade. We could pocket this saving we made and get a little extra profit but we know conditions and are going to pass on every bargain we pick up to our customers. We know you will appreciate this value in Grimm seed. You can get it while it lasts for

ONLY \$24.00 PER BUSHEL, BAGS FREE
LOT "DAKOTA" GRIMM ALFALFA WILL SAVE YOU SOME MONEY

HIGH GRADE GRASS SEED VALUES

LOT IOWA

A FINE LOT OF BEST IOWA-GROWN TIMOTHY SEED

Iowa-grown Timothy is recognized as being among the best in quality. Naturally different lots will vary as to quality but we make our World Brand from the very best re-cleaned seed. We have just re-cleaned and graded one of the finest lots of Iowa grown Timothy we have ever handled. It is an extra fine lot of World Brand seed. It really commands a premium over our World Brand price. It is an exceptional value and we have called this lot Iowa. We want to recommend this lot to our most critical customers and everyone who recognizes the economy of using the best seed will appreciate the high worth of this lot Iowa. We are not asking a premium for this lot but are selling it as a special value at our reduced price of \$3.25 per bushel. Bags Free.

OLD FAVORITE COMBINATION

RED CLOVER AND TIMOTHY—A BARGAIN AT \$4.50 PER BU.

We are selling a fine mixture of Red Clover and Timothy this month at a price that appeals to all thrifty buyers. See our enclosed Price List.

Most of the best farmers make a practice of seeding Red Clover and Timothy together. It produces more hay than Timothy alone, the quality is better and is better for the land.

The Clover and Timothy ready mixed seed that we are selling at such close prices this season is a quality that will appeal to your sense of values. It is bright seed, thoroughly re-cleaned seed. Both the Timothy and the clover is high testing stock. Every pound of it is fully guaranteed to show up to your satisfaction. Order this seed to cut down your seed bill

RED CLOVER, ALSIKE AND TIMOTHY MIXED A SPECIAL VALUE. ONLY \$4.50 A BU.

Among the most attractive seed values that we have right now is this combination of the above mentioned seeds. We bought a very choice lot of Alsike and Timothy mixed that did not have quite enough Alsike in it to meet the requirements of our regular Alsike and Timothy mixed standard. In order to meet the heavy demand we are having for a combination of these two clovers with Timothy, we bulked a fancy lot of Red Clover with this. Having secured this seed on low markets we are able to sell this fine re-cleaned seed at a money-saving price. See our price list enclosed.

We want you to appreciate the fact that this mixture is a big value. At our close price the cost of seeding is low. The quality of the seed is fine and the results from this seeding, we are sure, will make another booster for this excellent combination.

ALSIKE AND TIMOTHY MIXED FOR BANNER AT \$3.90 PER BUSHEL

All of our customers who have used our Alsike and Timothy mixed will be interested in this striking offer. Our Alsike and Timothy Mixed is one of our most popular and most economical grass seedings. Ten to twelve pounds per acre is sufficient seed. Our regular grade of this mixture is a value that will enable you to make a big saving on your seed bill. Lot BANNER is still better in quality. It has a little brighter color and plumper berry and a somewhat heavier percentage of Alsike Clover. We are selling lot BANNER for the month of February or until it is sold out at the same price quoted on our regular grade in the price list enclosed. Let us sell you lot Banner and save you some money.

We have priced this seed at a price only slightly higher than timothy. In fact, some dealers are asking as much for timothy as we ask for this celebrated Mixture. We cannot urge you too hard to buy Alsike and Timothy, as it is the best seeding you can make and so economical to sow.

YOU CAN GROW BIGGER OAT CROPS

TWO PROLIFIC PRODUCING VARIETIES

The Seed You Sow Has a Big Influence Over Yields

Sow two varieties of Oats side by side and you may find one to almost double the yield of the other. Soil and season and everything but the seed was alike. It was the difference in yield. It is to your interest therefore to study the two varieties listed below. In spite of the fact that last year was rather a poor Oat year these two made excellent records for yields and quality as the sample will show.

BERRY'S GREAT NORTHERN

This is such a magnificent oat that we scarcely felt that we could do it justice by writing a description of it. We have decided to send you a sample so that you can examine it and see with your own eyes that it is an extraordinary oat. Look at the size of it and see how plump and well filled each grain is. There is a large percentage of meat in every kernel. These almost perfectly developed seeds have the power to produce strong, vigorous plants that will harvest surprising yields

PRODUCTIVENESS

One hundred and forty-six bushels per acre have been reported as yields on this excellent oat. This is no doubt a maximum production and yields will vary according to soil and seasonal conditions. We consider our Great Northern Oat by far the most productive of any variety we sell and are confident that it can easily double the returns per acre that most of our customers are now getting. Will it pay you to seed an oat that can double your crop? It may cost you \$2.00 per acre mere to seed our Great Northern than ordinary stock. It is reasonable to assume that you can grow 60 bushels where you have grown 30, or to grow 100 bushels where you have grown 50. If you can get such an increase by spending \$2.00 you know that this is one of the most profitable investments you can make. A little extra money spent for such seed brings tremendous dividends.

CHARACTERISTICS.

Berry's Great Northern is an early large oat. It is not as extremely early as the small oats, although for so large an oat it is very early. You can see from the sample the color and size of the kernels. Why should you be satisfied with inferior yields and quality when you can make more money growing oats like these? You can get this extra money by using proper seed. Your profits the first year should be exceptional as you can undoubtedly get a fancy price for seed purposes from your crop.

IOWAR

The Iowa Experiment Station at Ames is doing a great work for the farmers of this country. Among their most important achievements have been the developing of better seed oats. The Iowa 103 and 105 have for several years been recognized as the best early oats to grow under most conditions. Now comes the Iowar. These were originated by Prof. L. C. Barnett in 1911 but not generally distributed until two years ago.

Iowar excels the 103 and 105 in yield and besides produces more straw. The panicles or seed head is spreading. The grain is of medium size. The hull is rather thin, giving a high percentage of meat.

ADAPTED TO MANY FARMS

While the Iowar is not a large oat it is a prolific yielder and where early oats are required it is in our estimation the very best oat you could sow. The farmer who grew our seed supply this year advised that Iowar outyielded all other oats under identical conditions by 20 bushels per acre. Excepting a little extra cost for seed it didn't cost him anything to raise this extra twenty bushels. It was practically clear profit. Not only that but he sold his entire crop for seed purposes and got an extra profit on each bushel besides. Now everyone cannot sell his oats all the time for seed purposes but we are confident that the first year you grow it that you can sell practically all of your crop to your neighbors at a premium for seed purposes. You would like to get some of your neighbor's oats if you saw he was getting bigger crops on the same kind of land.

Why wait for some one else to introduce Iowar into your section? Start yourself this year and get the extra profit in your own pocket book. The Iowar has proven itself to be a variety of sterling merit. Our stocks are fine and bright, thoroughly recleaned, guaranteed to satisfy.

ORDER EARLY

We have only comparatively small stocks of Iowar. We want it spread throughout the United States. It is to your interest to be growing it. Let us have your order now. Later we may have to disappoint you

SPRING WHEAT AND RYE

**CHOICEST NORTHERN
GROWN SEED STOCK
NEW MARQUIS
BEARDLESS
SPRING WHEAT**



Matures Early Yields Heavily.
The slogan for the year is to cut down corn and sow grain and clover or other leguminous crops. Many farmers should have more wheat. You may find this to be the case on your farm. We recommend New Marquis Spring Wheat to you. It is earlier than other spring wheats and can be grown further south than the later maturing varieties. It is a prolific stooler and an excellent yielder. The berry is somewhat shorter than most winter wheat but it is plump and bigger around.

New Marquis is a hard spring wheat that is fine for milling purposes. Being beardless it is a pleasant grain to handle. This variety has given our trade such excellent satisfaction that we have cut out all other varieties and now handle New Marquis exclusively. Some farmers advise us that the early maturing characteristics has enabled them to thicken out a stand for winter wheat and that the two matured at about the same time. Generally it matures just a little later. Early seeding is recommended for best results.

NORTHERN GROWN SEED

We find northern grown stock the best for seed purposes. This gives us a very sturdy type. It has stronger vitality and is less liable to damage from diseases and unfavorable conditions. Let us send you a sample of the fine seed we have. Or order now as our supply of this fine seed is limited. We guarantee the seed to show up to your satisfaction. Our prices are low considering the quality. See our price list enclosed. It requires less work to grow wheat than corn. Seed clover with New Marquis. It makes a good nurse crop. Please order soon so we will not have to disappoint you on your order.

NORTHERN GROWN SPRING RYE

Spring Rye is the most profitable spring grain crop you can grow on thin land. It requires less soil fertility and does better on sour land than other grains. On sandy soil it usually makes a much bigger production than wheat or oats. This Spring Rye can be seeded later than other spring grains, seeding in some sections being made as late as May first and still make a good crop. Best results however are had from early seeding. Yields reported 30 to 60 bushels per acre.

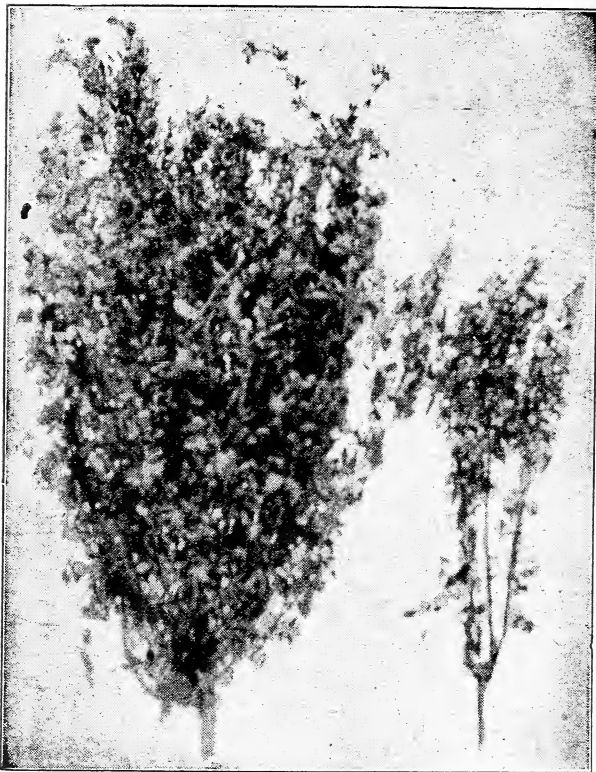
You will find this rye excellent for quick early pasturage. We recommend it especially for hog pasture. Can be seeded alone or with Canada field peas or Rape. Can be pastured as long as desired and then plowed under. You will find this to be a great improvement to your soil in fertility and in texture.

Spring Rye has high feed value either as a pasturage or grain crop and we are sure you will find it a profitable crop to grow on nearly all soils and certainly the most profitable of all spring grain on poor land.

Every year we find the demand for our Prolific Spring Rye heavier than the year before. Our seed supply this year is somewhat limited. The quality is fine and while it lasts we can give our customers a seed value of special merit in this crop. See price list for quotations on this thoroughly re-cleaned seed.

INOCULATION BRINGS EXTRA PROFITS

THE PICTURE TELLS THE STORY



TWO ALFALFA PLANTS. THE LARGER ONE WAS INOCULATED. THE SMALLER ONE WAS NOT. YOU CANNOT AFFORD TO TAKE CHANCES

Supply your legume crops with fresh virile bacteria before you sow. Use it on all Clovers and Alfalfa, Cow Peas, Soy Beans and Vetch. If you do not know for sure that your land is inoculated with the proper bacteria it will pay you to inoculate by the pure culture method. The cost is not great and it is easy to treat your seed. Full directions come with each bottle. Add a little water and sugar according to instructions and sprinkle the seed, then dry it and sow. Notice what a difference in results. The larger of the two plants was inoculated and took nitrogen from the air for its own growth besides leaving an abundance in the soil. The other plant could not do this because of lack of inoculation. Its growth is spindly. A stand that is not properly inoculated will turn yellow and die.

PRICES

Nodule Germ, $\frac{1}{2}$ acre 60c; 1 a. \$1.00; 5 a. \$4.00; 10 a. \$7.50.

Nitragin, $\frac{1}{2}$ bu., 55c; 1 bu., \$1.00; Garden size, 15c.

All post paid prices.

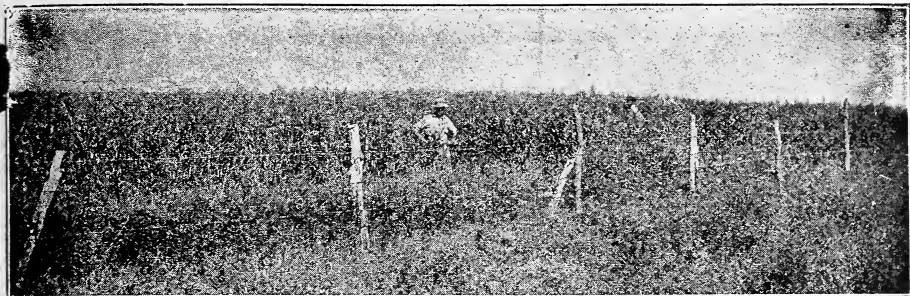
SPECIAL ON SOY BEANS, \$2.50 BUSHEL

One of our customers shipped us about 200 bushel Morse Early Soy Beans on consignment which are beautiful stock and extra fine seed. At the time we asked our customer to ship them to us, we were under the impression we had them listed in our catalog. Through some oversight this variety was omitted which was a bad mistake for us as it is one of the leading varieties of Soys and is being grown very extensively.

Since we have these beans on hand and are not offering them through the catalog we cannot sell them unless we make a special effort. We are going to make an extra special effort and not only offer them in our Seed Facts, but put the price so low that they will sell themselves. Our price of \$2.50 per bushel is what our customer thinks he should have for the Beans. We are going to pass them on to you at this price and hope we can clean up the entire lot in February. If you intend to plant Soy Beans, don't fail to order Morse's early as they are an early variety well adapted to the entire Corn Belt and will prove most satisfactory. Our germination test is better than 90%. Beans are well cleaned and price includes bags for shipping. Never did we offer Soy Beans at so low a price.

LOWEST PRICE EVER KNOWN ON SUDAN

THIS IS THE FORAGE CROP TO GROW.



COST OF SEEDING EXTREMELY LOW

We want to interest you in Sudan Grass because it is a money making crop to grow. The cost of the seed is only one-fourth of what it was a few years ago and since it requires only a comparatively light seeding it costs less per acre to make a heavy seeding of Sudan than almost anything else you can sow. This saving on seed should appeal to you and what counts most is the large valuable crops you can get from it.

A QUICK GROWER AND A HEAVY YIELDER

Sudan is sown at about corn planting time at the rate of 15 to 20 pounds per acre. It can be seeded broadcast or in close drill rows and covered about one inch deep. You can cut a hay crop in about 40 to 50 days after seeding and then, as a rule, another hay crop every thirty days until frost. Sudan produces from 4 to 10 tons of cured hay per acre in one season. This is excellent hay. It is somewhat higher than Timothy in feeding value and is relished by all stock. If you are short on hay for the coming year, grow Sudan.

GREAT DROUGHT RESISTER

Sudan is one of the best drought resisting crops grown in this country. It was brought to this country especially to help farmers in drought stricken regions. It did solve their problem but it also proved itself such a valuable crop throughout the entire corn belt that it has taken the country by storm and inside of a few years time it has become established in all sections.

SEED PRICES RIDICULOUSLY CHEAP

We have a very fine supply of high grade tested and re-cleaned seed that we guarantee to be free from Johnson Grass. We do not believe you could find nicer seed anywhere. On this select seed we have made a price of only \$5.00 per cwt. That makes seed cost only 75c per acre and we know that you cannot possibly spend 75c per acre for seed of any other crop and get such a marvelous yield in so short a time as you can from Sudan Grass. If your watchword is "Economy" this year; if you want to get a maximum production per acre; if you want to get 100 cents return for every dollar you spend for seed—then send us an order for our re-cleaned Sudan Grass Seed.

SATISFACTION GUARANTEED

Every pound of this seed must please you. We will refund your money plus transportation charges if you are not pleased in every way. This is all carefully tested seed. We know the quality is there and we know we can save you money on your order. This low price of \$5.00 per hundred pounds is made to hurry up orders.

DWARF ESSEX RAPE

GENUINE HOLLAND GROWN SEED

RECOGNIZED AS THE BEST RAPE SEED ON THE MARKET

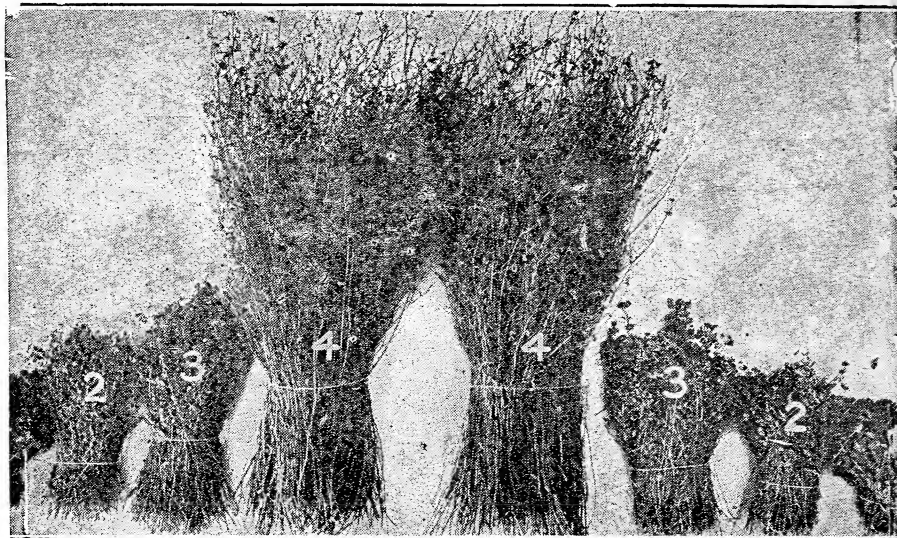
WE OFFER YOU NEW HIGH STANDARD STOCKS AT \$9.00 PER HUNDRED
\$4.60 Per 50 Pounds

\$2.30 Per 25 Pounds

Everybody who knows the real value of Rape seed will concede that Holland grown stock is worth at least \$1.00 per hundred pounds more than common Dwarf Essex. It produces better crops in quality and quantity. We consider ourselves especially fortunate in being able to secure such fine seed at a figure that makes it possible for us to sell it at such a low price. You get extra value in this seed and our quotations will save you money.

Now Rape for the best, quick growing, heavy producing forage crop you can grow for hog and sheep pasture. Also suitable for other stock. It is a fine soil improver. Ready for pasture six to eight weeks after seeding. Only takes four to eight pounds of seed per acre. Use Rape and grow pork cheaply. Ask your agricultural authorities about Rape and especially about Holland grown.

A GREAT DISCOVERY FOR AGRICULTURE. HUBAM CLOVER



Showing Comparative Growth in One Year. No. 1 Red Clover; No. 2 Yellow Biennial Sweet Clover; No. 3 White Biennial Sweet Clover; No. 4 Hubam.

A FLOOD OF ORDERS FOR THIS WONDERFUL NEW ANNUAL WHITE BLOSSOM SWEET CLOVER

The marvelous story of Hubam Clover has been told in nearly every farm paper during the past year. County agents have given their enthusiastic endorsement to this wonder working soil building power. That farmers have seen the possibilities that this new clover has for them is evidenced by the hundreds of orders we are receiving for this Clover.

We believe that we are getting more than our share of Hubam orders for the very good reason that we have reduced our prices and are saving every one who orders from us from 30c to 50c per pound. That surely is a saving worth while.

OUR HUBAM IS FINE SEED

We are selling Northern Grown Hubam that is as fine a quality as you could desire. This seed was secured from one of the most reliable seed growers in the United States. It has been certified as Genuine Hubam while growing in the field. This seed we have recleaned and scarified. Be sure to buy scarified seed as the

process increases the germinating power from 20 per cent to 60 per cent and is much more economical to sow than unscarified seed. When you consider all these points that make our Hubam seed of superior quality you will then better appreciate the fact that our prices on Hubam are real money saving quotations.

CHARACTERISTICS OF HUBAM

This is a White Blossom Sweet Clover greatly resembling the White Biennial which is now commonly grown. It differs in that it makes a complete growth in one year while the common takes two years to make a full growth. Thus you can build up your soil twice as quickly with Hubam as with other Biennial. Notice the picture above. See the comparative growth. There is convincing proof that Hubam is a money making crop to grow. Use it for hay, pasture or seed production or for soil building alone. Get a growth of 3½ to 5 feet in 3½ months from seeding. Make money on seed production. See page 24 of our general catalog for full description and seeding methods. Here is a wonderful crop. You should be growing it. The sooner you start the more money there will be in it for you.

SPECIAL HUBAM PRICES FOR FEBRUARY. LOT PERFECTION

For February only or until the lot is sold out, we quote the following reduced PRICES: 1 OZ., 20c; ¼ LB., 45c; ½ LB., 75c; 1 LB., \$1.40; 5 LBS., \$6.75; 10 LBS., \$13.00, POSTPAID. YOUR EXPENSE, 10 LBS. OR MORE, \$1.25 PER LB.

Write us for quotations if you wish larger amounts than here quoted. You can't buy nicer seed so why pay more than these figures? Let us save you 30c to 50c per pound on your Hubam seed. Send your order for Lot Perfection early.